

WALA
EEO PUBLIC FILE REPORT
November 22, 2021 - November 21, 2022

I. VACANCY LIST

See Section II, the "Master Recruitment Source List" ("MRSL") for recruitment source data

Job Title	Recruitment Sources ("RS") Used to Fill Vacancy	RS Referring Hiree
Marketing Assistant	1-2, 4-6, 9-11, 13-15, 20, 24-25, 29, 32-33, 35-37, 39, 42-46, 48-55, 57-59, 61	29
News Producer	1-2, 4-7, 9-11, 13-14, 18, 20, 24-25, 30, 32-33, 35-37, 39, 42, 44-55, 57, 59, 61	18
Photographer	1-2, 4-7, 9-12, 14, 20, 24-26, 30, 32-33, 35-39, 42, 44-55, 57, 59, 61	30
Marketing Director	4-6, 9-11, 13, 18-19, 21, 25-27, 32-33, 39, 42, 44, 46, 48-55, 57, 59, 61	19
Account Executive- Senior	5-6, 9-11, 14, 19-21, 24-25, 33, 35, 39-40, 43-55, 57-59, 61	40
National Sales Assistant	1-2, 4-6, 9-12, 14, 19-20, 24-26, 32-33, 38-39, 42, 44-55, 57-59, 61	19
Broadcast Engineer	1-2, 4-7, 9-11, 13-14, 19-20, 24-27, 32-33, 35-36, 39, 42, 44-55, 57, 59-61	19
National Sales Manager	4-6, 9-11, 13-14, 20, 22, 25-26, 32-33, 36, 39, 43-55, 57, 59, 61	22
Digital Sales Manager	4-6, 9-11, 13-14, 18, 20, 24-26, 29, 32-33, 39, 41-46, 48-55, 57-59, 61	26
Marketing Producer	1, 4-6, 9-11, 13-14, 18, 20, 24-25, 32-33, 36, 39, 42, 44-55, 57, 59, 61	59
Photographer	1, 4-7, 9, 11, 13-14, 19-20, 24-25, 27, 29, 33, 35-36, 39, 42, 44-46, 48-55, 57-59, 61	19
Photographer	1-2, 4-7, 9-11, 13-14, 18-20, 24-27, 29, 33, 35-36, 39, 42, 44-55, 57-59, 61	26
Marketing Producer	1-2, 4-7, 9, 11, 13-14, 20, 24-25, 27, 31-33, 39, 42, 44-55, 57-59, 61	59
Account Executive	1-7, 9-11, 13-14, 20, 24-27, 32-33, 39, 42, 44-55, 57-58, 61	26
Technical Director	1-2, 4-6, 9-11, 13-14, 18, 20, 24-25, 27, 29, 32-33, 39, 42, 44-47, 49-55, 57-58, 61	18
Sales Assistant	1, 4-6, 9-11, 13-14, 19-20, 24-25, 27-29, 32-34, 39, 44-55, 57-58, 61	19
News Producer	1-2, 4-6, 9-11, 13-14, 20, 24-25, 27-29, 32-33, 39, 42, 44-55, 57-59, 61	29
Sports Anchor / Reporter	1-2, 4-6, 9-11, 13-14, 17-20, 23-29, 32-33, 39, 42, 44-55, 57-58, 61	26
Sales Assistant	4-6, 9-11, 13-14, 19, 24-25, 27, 33, 39, 42, 44-46, 48-55, 57, 61	19

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News Producer	1-2, 4-7, 9-11, 13-14, 17, 20, 23-25, 27-28, 33, 39, 42, 44-59	56
Photographer	1-2, 4-7, 9-11, 13-14, 18-20, 24-27, 33, 39, 42, 44-55, 57, 61	18
Account Executive	1-2, 4-7, 9-11, 13-14, 20, 24-25, 27, 29, 32-34, 39, 42, 44-55, 57-58, 61	14
News Producer	1-2, 4-7, 9-11, 13-14, 20, 24-29, 32-33, 39, 44-55, 57-58, 61	29
Video Editor	1-2, 4-6, 8-11, 14, 20, 24-25, 27, 29, 32-33, 39, 42, 44-55, 57-58, 61	29
Photographer	1-2, 4-7, 9-11, 13, 16, 20, 24-26, 29, 32, 39, 42, 44-55, 57-58, 61	26
Digital Content News Producer	1-2, 4-7, 9-11, 13, 16, 18, 20, 24-26, 28-29, 32-33, 39, 42, 44-55, 57-58, 61	26

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II. MASTER RECRUITMENT SOURCE LIST ("MRSLS")

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
1	AAF Mobile Bay P.O. Box 681 Mobile, Alabama 36601 Phone : 2514211538 Donna Howell Manual Posting	N	0
2	AAF Pensacola P.O. Box 12474 Pensacola, Florida 32591 Phone : 251-434-1010 jahna jacobson Manual Posting	N	0
3	ALABAMA Media Group 1731 1ST Avenue North Birmingham, Alabama 35203 Url : www.al.com Kim King Manual Posting	N	0
4	Alabama A&M University 4900 Meridan St. N Huntsville, Alabama 35811 Phone : 12514341013 Donna Howell Manual Posting	N	0
5	Alabama Broadcaster Assoc. 2180 Parkway Lake Drive Hoover, Alabama 35244 Phone : 205-982-5001 Url : http://www.al-ba.com Email : lrice@al-ba.com Fax : 1-205-982-0015 Lesa Rice	N	0
6	Alabama Career Center System 515 Springhill Plaza Mobile, Alabama 36608 Phone : 251-461-4146 Fax : 1-251-461-4443 Terrence Brown Manual Posting	N	0

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7	America's Job Exchange 200 Minuteman Road Suite 203 Andover, Massachusetts 01810 Phone : 866-926-6284 Customer Care Manual Posting	N	0
8	American Meteorological Society 45 Beacon Street Boston, Massachusetts 02108-3693 Phone : 860-437-5700 Url : http://www.ametsoc.org/exec/contacts.html Kelly Savoie Manual Posting	N	0
9	Auburn University 303 Martin Hall 211 West Thach Ave Auburn, Alabama 36849 Donna Howell Manual Posting	N	0
10	Belhaven University 1500 Pechtree Street Jackson, Mississippi 39202 Phone : 601-968-5940 Mark Hunter Manual Posting	N	0
11	Boston University 100 Bay State Road Sixth Floor Boston, Massachusetts 02215 Phone : 2514341013 Donna Howell Manual Posting	N	0
12	Broadcasting and Cable 28 East 28th Street 12th Floor New York, New York 10016 Phone : 917-331-9498 Zahra Majma Manual Posting	N	0
13	Brown University 75 Waterman Street Providence, Rhode Island 02912 Phone : 401-863-1000 Julia Sepulevda Avalos Manual Posting	N	0

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14	Career Builders 200 N. LaSalle Street Suite 1100 Chicago, Illinois 60601 Phone : 773-527-3600 Url : http://www.careerbuilder.com Rosemary Haefner Manual Posting	N	4
15	Career Fair	N	1
16	CareerBuilder.com (posted from Gray.TV/Careers) 200 N. LaSalle St. Chicago, Illinois 60601 Job Listings Manual Posting	N	0
17	Collective Talent 1721 Richardson Place Tampa, Florida 33606 Phone : 813-254-9695 Url : http://www.collectivetalent.com Email : bille@michaelsmedia.com Michael Bille	N	0
18	Current Employee	N	11
19	Employee Referral	N	14
20	Florida Association of Broadcasters 201 South Monroe Street Suite 201 Tallahassee, Florida 32302 Phone : 850-681-6444 Url : http://www.fab.org Email : lvarn@fab.org Lindsey Varn	N	0
21	Former Employee	N	2
22	Former Employee Referral	N	1
23	Frank Magid & Associates Talent Placement Services One Research Center Marion, Iowa 52302 Phone : 319-377-7345 Url : http://www.magid.com Email : bfrye@magid.com Fax : 1-319-377-5861 Barbara Frye	N	0

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24	Georgia State University 260 University Cntr Courtland Street Atlanta, Georgia 30303 Donna Howell Manual Posting	N	0
25	Glassdoor Inc. 100 Shoreline Hwy BLG A Mill Valley, California 94941-3649 Phone : 415-339-6698 Url : www.glassdoor.com Molly McKinstry Manual Posting	N	0
26	Gray TV Careers 4370 Peachtree Road, NE Atlanta, Georgia Url : http://gray.tv/careers Human Resources Manual Posting	N	24
27	Gray.TV 4370 Peachtree Road. NE STE 2 Atlanta, Georgia 30319 Phone : 251-434-1013 Url : https://gray.tv Email : dhowell@fox10tv.com Donn Howell	N	0
28	I-Hire Broadcasting 41 E All Saints Street Frederick, Maryland 21701 Phone : 866-238-0161 Steve Flook Manual Posting	N	0
29	Indeed.com (posted from Gray.TV/Careers) 6433 Champion Grandview Way Austin, Texas 78750 Job Listings Manual Posting	N	22
30	Indeed.com - Not Directly Contacted by SEU	N	5
31	Internal Candidate	N	2

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32	Johns Hopkins University 242 Garland Hall Baltimore , Maine 21218 Donna Howell Manual Posting	N	0
33	LinkedIn 1000 West Maude Avenue Sunnyvale, California 94085 Phone : 855-655-5653 Url : www.linkedin.com Jeff Weiner Manual Posting	N	3
34	Mashable P.O. Box 64 New York, New York 10159-0064 Phone : 888-501-2278 Jillian Johnson Manual Posting	N	0
35	Medialine P.O. Box 51909 Pacific Grove, California 93950 Phone : 800-237-8073 Url : http://www.medialine.com Email : medialine@medialine.com Fax : 1-831-648-5204 Mark Shilstone	N	0
36	Meredith.com 1716 Locust Street Des Moines, Iowa 50309 Phone : 251-421-1538 Email : dhowell@fox10tv.com Donna Howell	N	0
37	NABJ 1100 Knight Ha Suite 3100 Colege Park, Maryland 20742 Phone : 301-405-0554 Url : http://www.nabj.org Veronique Dodson Manual Posting	N	0
38	Non-Employee Referral	N	2

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS Over Reporting Period
39	Northwestern University 620 Lincoln Street Evanston, Illinois 60208 Phone : 2514341013 Donna Howell Manual Posting	N	0
40	On Air Recruitment Ad	N	1
41	Pensacola News Journal 101 E Romana Street Pensacola, Florida 32502 Phone : 8669371867 Url : www.pnj.com Patricia Hinton Manual Posting	N	0
42	Southwest Minnesota State University 1501 State St. Marshall , Minnesota 56258 Phone : 507-537-6017 Melissa Scholten Manual Posting	N	0
43	The Ohio State University 281 W Lane Ave Columbus, Ohio 43210 Phone : 12514341013 Donna Howell Manual Posting	N	0
44	The Troy University 135 Adams Administration Bldg Troy, Alabama 36082 Phone : 334-983-6556 Url : http://www.troy.edu/careerservices Email : jkrist@troy.edu Joanne Krist	N	0
45	The University Of Alabama 700 University Blvd 430 b Phifer Hall Tuscaloosa , Alabama 35401 Donna Howell Manual Posting	N	0

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46	The University of Michigan 500 S State Street Ann Arbor, Michigan 48109 Phone : 734-764-1817 Employer Relations Manual Posting	N	0
47	Tulane University 6823 St. Charles Street New Orleans, Louisiana 70118 Phone : 504-865-5000 Geneva Torrence Manual Posting	N	0
48	TV Jobs P.O. Box 4116 Oceanside, California 92052 Phone : 800-374-0119 Url : http://www.tvjobs.com Email : admin@tvjobs.com Fax : 1-760-754-2115 Mark Holloway	N	0
49	University of Georgia room 209 Journalism Bldg Athens, Georgia 30602 Phone : 706-542-2006 Aaron Brown Manual Posting	N	0
50	University of Miami Sanfor Drive Coral Gables, Florida 33124 Richard Combs Manual Posting	N	0
51	University of Missouri-Columbia Lewis Hall 125 Columbia, Missouri Donna Howell Manual Posting	N	0

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52	University of Mobile 5735 College Parkway Mobile, Alabama 36613 Phone : 251-442-2877 Url : www.umobile.edu Brenda Davis Manual Posting	N	0
53	University of North Carolina-Chapel Hill 204 E Cameron Avue Chapel Hill, North Carolina 919-962-6507 Teresa Holt Manual Posting	N	0
54	University of South Alabama 390 Alumni Circle Mobile, Alabama 36688 Donna Howell Manual Posting	N	0
55	University of South Carolina 1005 Idlewilde Blvd Columbia, South Carolina 29208 Phone : 803-777-0169 Luci Devore Manual Posting	N	0
56	University South of Alabama 390 Alumni Circle, Meisler Hall 2100 Mobile, Alabama Phone : 251-460-6188 Url : http://www.southalabama.edu/careerservices Email : dingram@usouthal.edu Fax : 1-251-461-6091 Delia Ingram	N	2
57	Wake Forest University 1834 Wake Forest Rd Winston-Salem , North Carolina 27109 Phone : 336-758-5000 Caroline Moore Manual Posting	N	0

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58	WALA On-Air Advertising 1501 Satchel Paige Dr Mobile, Alabama 36606 Phone : 251-434-1013 Email : predd@fox10tv.com Donna Howell	N	0
59	WALA-TV Website 1501 Satchel Paige Drive Mobile, Alabama 36606 Phone : 251-434-1013 Url : http://www.fox10tv.com Email : dhowell@fox10tv.com Donna Howell	N	8
60	Word of Mouth Referral	N	1
61	www.mediagignow.com 300 South Riverside Plaza Suite 800 Chicago, Illinois 60606 Phone : 336-553-0620 Url : http://www.mediagignow.com Email : customerservice@mediagignow.com MediaGigNow.com	N	0
TOTAL INTERVIEWS OVER REPORTING PERIOD:			103

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III. RECRUITMENT INITIATIVES

	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
1	1/10/2022	Establishment of training programs for station personnel	Recruitment and onboarding training. Recruiting , job postings, reviewing applicants, interviews, offer letters and hiring.	7	Office Manager Local Sales Manager News Director Assistant News Director
2	1/25/2022	Establishment of training programs for station personnel	Sales Training resources. Overview of the key sales systems and traffic workflows which include Wide Orbit, WOMS and Matrix, PM360 and Order connect. Training courses, website resources and in-market revenue development.	8	GM Director of Sales Local Sales Mgr Account Executive
3	1/28/2022	Participation in events sponsored by organizations representing the community	Eastern Shore Chamber Commerce's Young Professionals Summit. The event gave aspiring professionals an opportunity to talk directly to dynamic business leaders from various industries. Some of the topics: Effective Social Media & branding Strategies, How to develop relationships that propel you forward..	1	Anchor/Reporter
4	2/17/2022	Provision of training to management	On February 17, 2022 our EEO Coordinator/office manager participated in a training on the FCC's EEO Rules and Regulations provided by Joan Stewart of Wiley Rein LLP	1	Office Manager
5	3/15/2022	Participation in Job Fairs	We Participated in the 2022 Baldwin County Career & Job Fair.	3	Office Manager Chief Engineer Executive Assistant
6	3/24/2022	Participation in events or programs sponsored by educational institutions	Lighthouse Baptist Academy Junior and Senior classes came to the station for a tour. The class was doing research into journalism and news anchoring so, they could complete a News broadcast for class.	4	Host/ Anchor Host/Anchor IT Manager Office Manager
7	5/3/2022	Establishment of training programs for station personnel	Digital Sales Training- is to strengthen your knowledge confidence and capability in your new role through a series of real-world exercises and role play scenarios at every stage of the sales process. Individual attention, coaching and development throughout the week on all the key pillars of the sales process	1	Digital Sales Manager

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	Date	Type of Recruitment Initiative (Menu Selection)	Brief Description Of Activity	No. of Stations Participants	Participant Title
8	6/5/2022	Establishment of training programs for station personnel	General Sales Manager Summit June 5 - June 8. The summit covered networking , Leadership Accountability, Creating a Winning and Engaged Culture. Covered Recruiting, Interviewing, retaining sellers.	1	General Sales Mgr
9	7/14/2022	Establishment of training programs for station personnel	National Sales Managers Summit July 14, 2022. Training on Navigating Post Pandemic business, Sales ops, Rate optics and Integrated digital.	1	National Sales Mgr
10	7/21/2022	Establishment of training programs for station personnel	Magid Producer Workshop July 21, 22. Producer will be trained on Writing that's clear, compelling and conversational, Producing teases that actually connect, Producing winning weather for today Owning Breaking News and Your role as positive change agents in the newsroom.	5	Producer Producer Producer Producer
11	9/11/2022	Establishment of training programs for station personnel	Summit is to encourage, share and promote excellence in leadership strategies in today's challenging climate. Recruiting & Retention, Investigate TV, OTT & Youtube Content strategies. HR Challenges and Leadership Development.	1	News Director
12	10/5/2022	Co Sponsoring Job Fair	The Governor's Job Fair for People with Disabilities. The job fair was focused on help people with disabilities to find jobs.	6	GM/VP News Director Local Sales Mgr Office Manager
13	11/15/2022	Participation in Job Fairs	Participated in Baldwin County Career and Job Fair. The opportunity for candidate to interview, ask questions and learn more about job in the broadcast field.	3	Director of Sales Office Manager Executive Assistant